

Listing of the Claims

This listing of claims will replace all prior versions, and listings, of claims in this application.

Claim 1 (currently amended): A counter display for articles such as perfumes or cosmetic products adapted to be suspended from a ceiling, the display comprising:

a connecting element including a rigid vertical panel extending between a lower end and an upper end;

a rigid support panel having at least a display element configured to support the articles, the display element support panel being rigidly coupled to the lower end of the vertical panel lower end and oriented and extending the vertical panel downward and forward, the support panel being tilted downward relative to the vertical panel at an angle of less than 135°;

a rigid pivot structure having a first end coupled to the vertical panel upper end and a second end coupled to the ceiling, wherein the pivot structure first end is and the vertical panel are rotatable relative to the pivot structure second end around only a vertical pivot axis without any other freedom of movement, thereby suspending said display element from the ceiling with no contact with the ground; and

a mirror attached to said vertical panel, said mirror being arranged such that a person standing in front of the display element can observe his/her image in said mirror.

Claim 2 (previously presented): The counter display as claimed in claim 1, wherein the connecting element has, first, a front face to which the mirror is attached and, second, a rear face to which a lighting system is attached.

Claim 3 (cancelled).

Claim 4 (previously presented): The counter display as claimed in claim 1, wherein the support panel has a rear face opposite the mirror and said counter display has a lower face

tilted downward under the display element, said rear face and lower face having lighting systems attached thereto and said lighting systems are covered by at least one substantially translucent cover that allows diffuse lighting toward the rear and toward the bottom of said counter display.

Claim 5 (previously presented): The counter display as claimed in claim 1, wherein the vertical panel extends downward via the display element.

Claim 6 (previously presented): The counter display as claimed in claim 5, wherein the vertical panel of the connecting element and the display element respectively have a rear face and a face tilted downward, to which faces lighting systems are attached, which are covered by at least one substantially translucent cover allowing diffuse lighting toward the rear and toward the bottom of said counter display.

Claim 7 (previously presented): The counter display as claimed in claim 4, wherein the cover comprises a rear plate extending via a plate tilted downward and transverse edges that link the rear plate and the plate tilted downward to the counter display in order, also, to allow lighting on the sides of said counter display.

Claim 8 (previously presented): The counter display as claimed in claim 1, wherein the upper end of the connecting element is formed by a bar provided with means for attachment to the ceiling, which allow pivoting of said bar relative to the ceiling about a vertical axis.

Claim 9 (previously presented): The counter display as claimed in claim 1, wherein said mirror is flat.

Claim 10 (cancelled).